



COMMUNITY WORKSHOP

February 11–14, 2015

WHAT ABOUT THE SOUTH END
MAKES YOU

smile

plan **BTV**
South End

WHAT ABOUT THE SOUTH END
WOULD YOU

change

plan **BTV**
South End

WHAT ABOUT THE SOUTH END
MAKES YOU

smile

plan **BTV**
South End

WHAT ABOUT THE SOUTH END
WOULD YOU

change

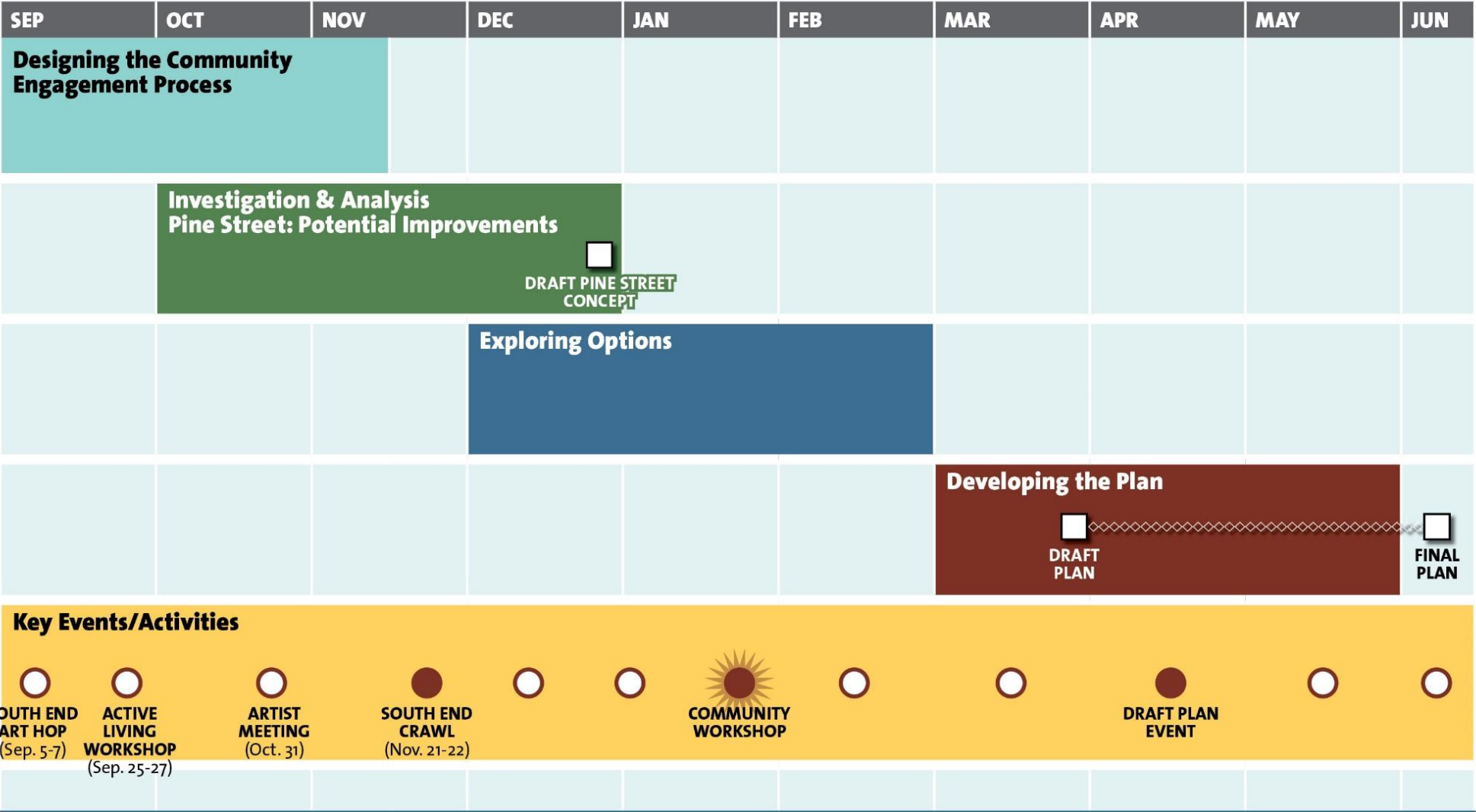
plan **BTV**
South End





Welcome!

Tonight's Agenda

- Welcome
- Presentation + preview of the Visions (30 mins)
- Small-group discussions of Visions (60 mins)
 - What do you like?
 - How would you make them better?
- Report back (20 mins)

planBTV South End Schedule



-  DELIVERABLES
-  MAJOR PUBLIC EVENTS
-  Synthesis Events
-  Partner Events/Activities

More information at www.burlingtonvt.gov/planBTV/SE

What's happening this week?

- 18 events over 4 days....formal and informal...large and small
- Multiple opportunities for interaction...range of topics
- Online opportunities too! (www.planbtvsouthend.com)

WEDNESDAY, FEBRUARY 11

11:00am–12:15pm	OPEN SPACE: Discussion.
5:00–6:30pm	WORKS IN PROGRESS: Conditions analysis and Artists' work.
5:15pm	SPEEDMINGLE: Start the evening off on the right foot: meet your neighbors and prepare to laugh, led by the Vermont Comedy Club.
5:45pm	ARTIST TALKS: planBTV has worked with many artists to engage the public. Hear about their projects and process.
6:30–9:00pm	OPENING WORKSHOP: EXPLORING POSSIBILITIES: Explore national trends, the South End's unique characteristics, and possible directions for future growth and change. Share your ideas at this interactive workshop. Light fare and cash bar. Supervised arts activities on site from 5-9pm, bring your kids!

THURSDAY, FEBRUARY 12

7:30–8:45am	ECONOMIC DEVELOPMENT: Discussion. Light breakfast provided.
11:00am–12:15pm	ENVIRONMENTAL: Discussion.
12:30–1:45pm	MOBILITY: Discussion.
5:00–7:00pm	IDEAS/WORKS IN PROGRESS: Stop by after work to check-in on the conversation. Snacks provided.
5:00pm	PRESENTATION of Pine Street Corridor & Watershed Ecological Design drawings by architects, neighbors, and students
5:30pm	BACKGROUND RESEARCH: See the S.E.A. artists' perspective.
6:00pm	PIN-UP: See the draft plan framework take shape and share your thoughts!
7:30–9:30pm SPECIAL EVENT	NOW + NEXT: WORDS + PICTURES: with the Burlington Writers' Workshop. Teams of writers and photographers have created profiles of the South End as it is today, and as it could be in the future. Come view and hear about their work! Light snacks and cash bar.

FRIDAY, FEBRUARY 13

7:30–9:30am	ARTS + INNOVATION DISTRICTS: Panel Discussion. Special presentation and panel discussion focused on sustaining creative neighborhoods over time. Light breakfast provided.
11:00am–1:00pm	LAND USE: Discussion.
5:00–7:30pm	IDEAS/WORKS IN PROGRESS: Stop by after work to check-in on the conversation. Snacks provided.
5:30pm	PIN-UP: See the draft framework take shape and share your thoughts!

SATURDAY, FEBRUARY 14

10:00am–12:30pm	CLOSING WORKSHOP: A DRAFT FRAMEWORK FOR THE FUTURE: Discuss the draft BTV South End plan framework, integrating ideas that have emerged from three days of community conversation. Snacks provided. Supervised arts activities on site, bring your kids!
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PLUS: STUDIO OPEN HOURS–STOP IN ANYTIME

Wednesday, February 11, 11am–9:30pm

Thursday, February 12, 7:30am–9:30pm

Friday, February 13, 7:30am–9:30pm

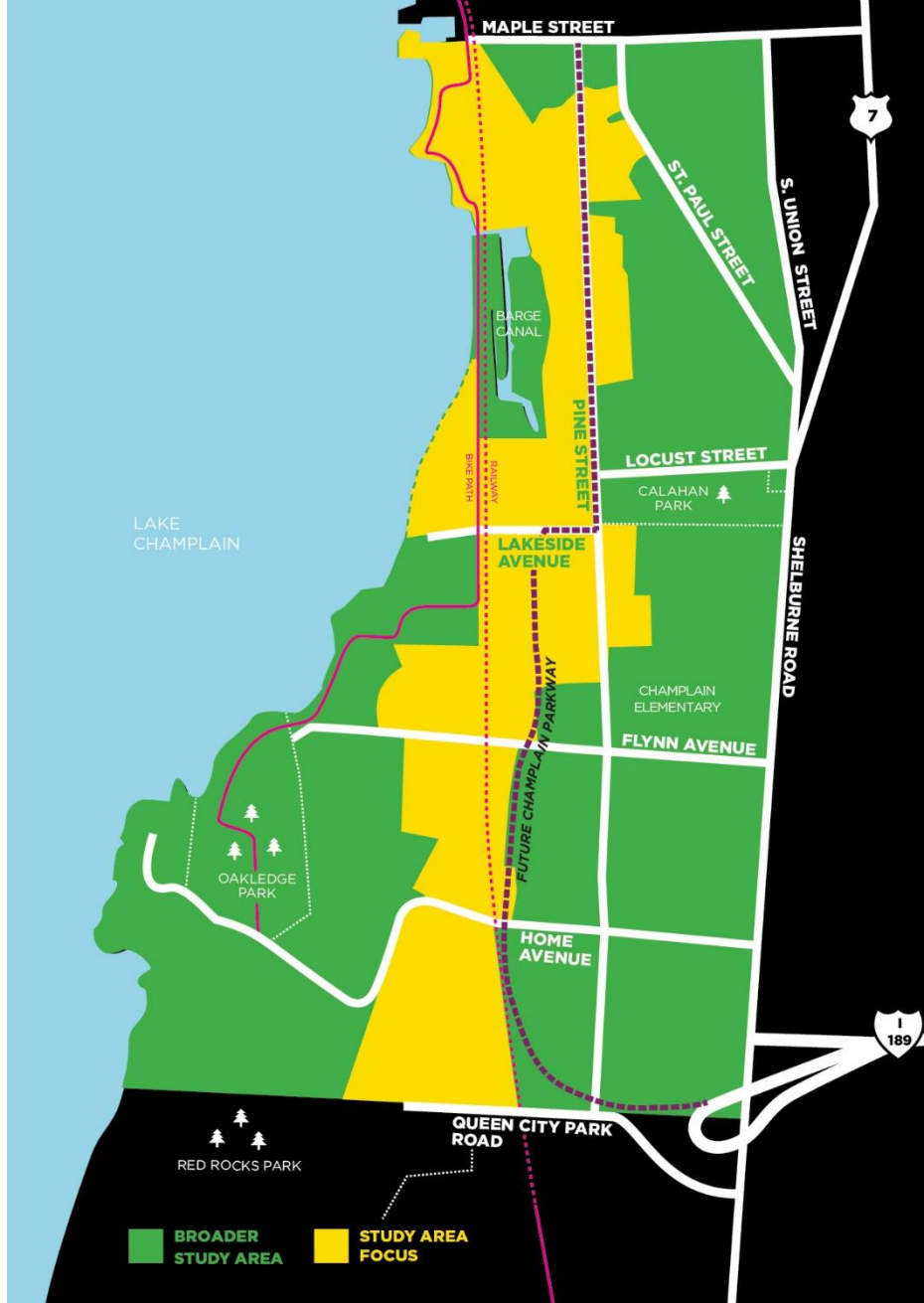
Saturday, February 14, 7:30am–noon

More information at planbtvsouthend.com

What we've learned so far...

What do we know about the South End today?





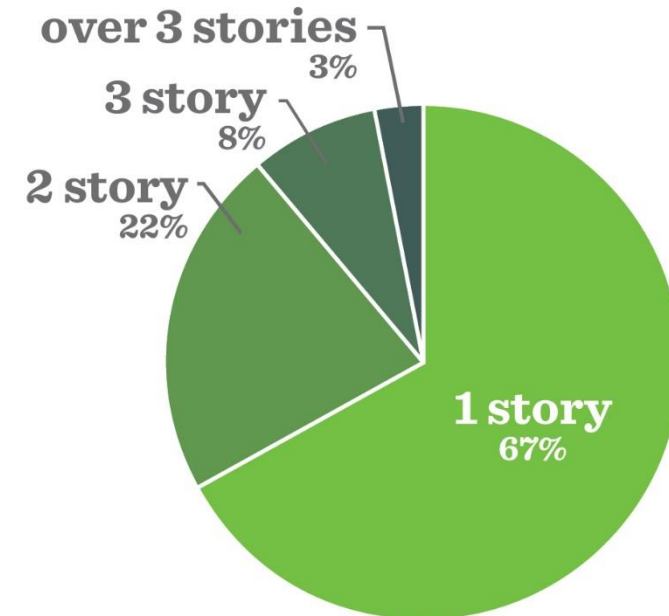
The planBTV South End Focus Area:

...includes

225 acres

2.6 million GSF of built space

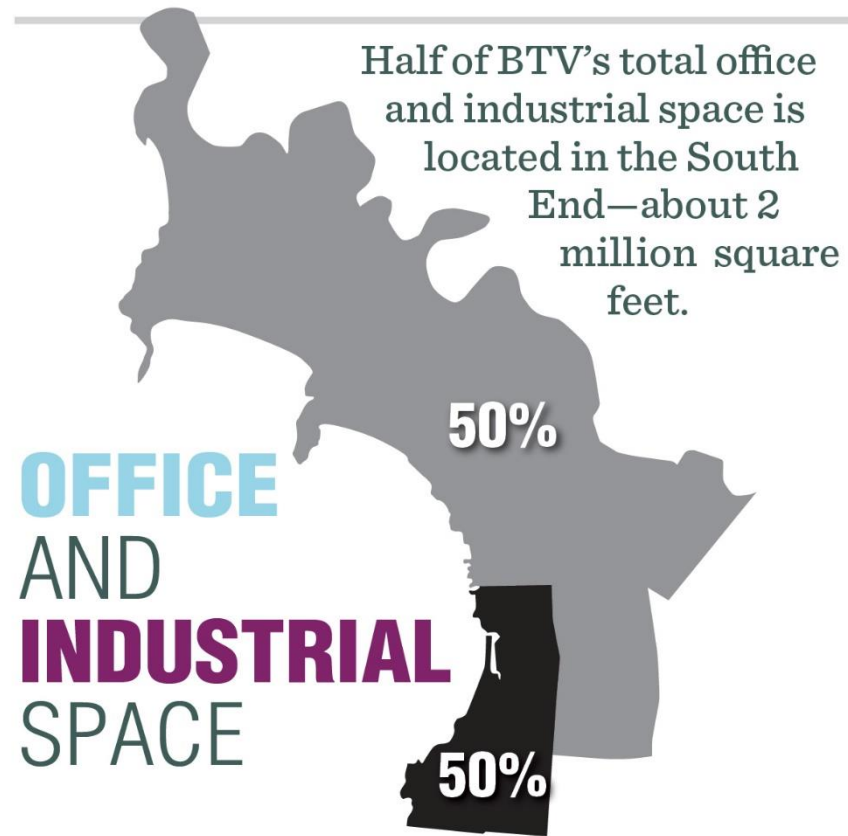
...is low density; 2/3 of buildings are 1-story tall



The planBTV South End Focus Area is **home to an eclectic mix of uses**, including:

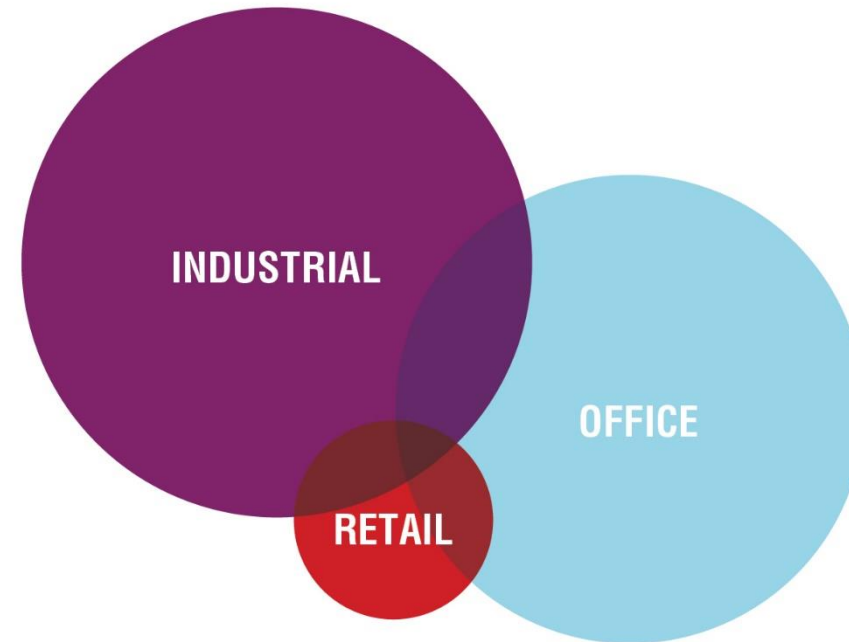


The South End is an attractive location for companies seeking industrial and office space.



Source: Burlington South End Market Study, by HR&A

Increasingly, South End buildings and businesses include a mix of industrial, office, and/or retail space.



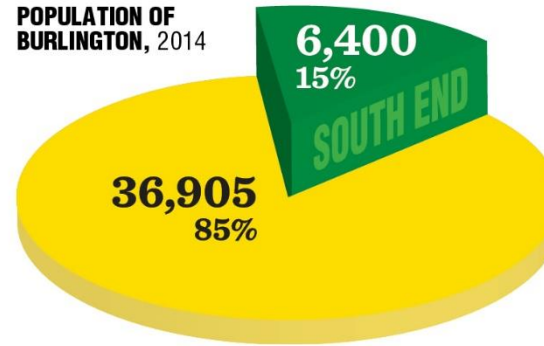
Trends:

- Many old industrial buildings now house businesses that combine industrial AND consumer-facing operations (e.g., breweries with tap rooms, prototype facilities that offer public tours, some artist studios/galleries)
- Other old industrial buildings are attracting new businesses that require office, research and “maker” type space.

Source: Burlington South End Market Study, by HR&A

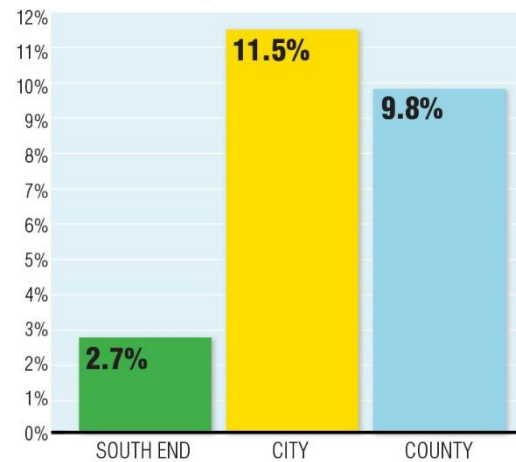
The South End is a desirable neighborhood to live in.

POPULATION OF BURLINGTON, 2014



While the South End experienced slower overall growth than either the city or county since 2000...

POPULATION CHANGE, 2000–2014

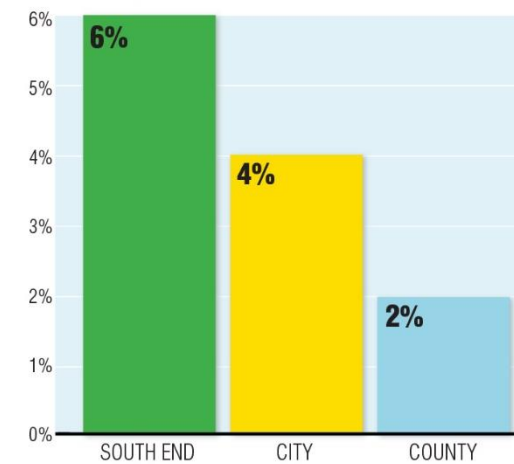


Factors include:

- Enterprise District prohibits residential uses
- Existing residential areas are largely built-out

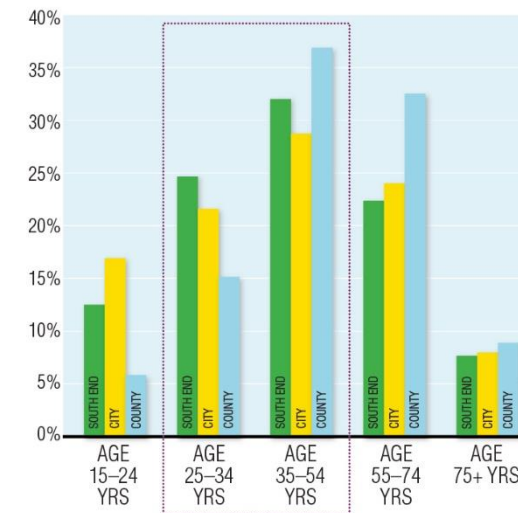
...it has seen a faster rate of growth among young professional households recently...

% CHANGE IN YOUNG (AGE 25–34) HOUSEHOLDS, 2010–2014



...and today has a larger share of young professionals and families.

DISTRIBUTION OF HOUSEHOLDS BY AGE OF HOUSEHOLDER, 2014



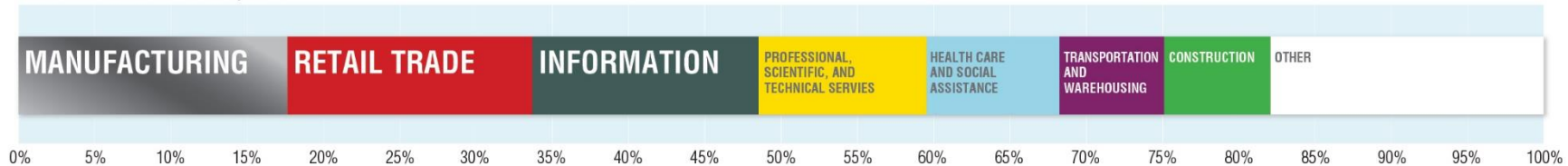
Source for all data: Burlington South End Market Study, by HR&A

The South End is an important employment center for Burlington

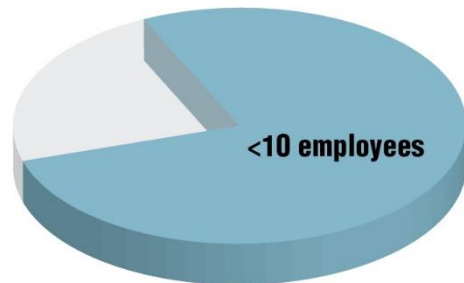
Home to **472 businesses** employing **6,300 people**

Almost half of jobs are in manufacturing, retail trade, & information

JOBS BY INDUSTRY SECTOR, 2014

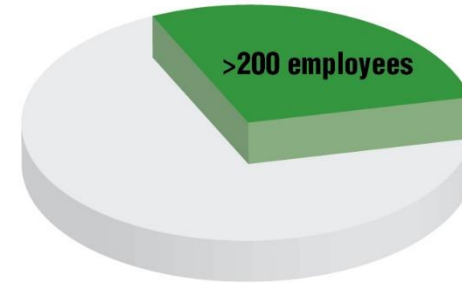


Over 3/4 of businesses employ **fewer than 10 people**



365
out of **472 businesses**

...but the **5 largest employers** provide more than **25% of all jobs**



1,810
out of **6,300 jobs**

Countywide, “New Economy” sectors grew 8%

“New Economy” refers to industries like technology, arts & design, small-scale artisanal manufacturing, and food production.

Source for all data: Burlington South End Market Study, by HR&A

There is considerable unmet demand for housing citywide—and a resulting affordability crisis.

SYMPTOMS

- Burlington's lack of housing supply in the face of considerable demand is driving up the cost of available housing.
- New housing that has been developed has largely been condominiums and townhomes at high price points, or subsidized affordable rental housing. Very little has been developed for households "in the middle" that do not meet income requirements but still cannot afford housing at higher price points.
- This lack of available housing is negatively impacting the city's ability to attract young professionals and companies seeking to hire young professionals, and is therefore compromising efforts to promote economic development.

CAUSES

- New multifamily rental housing is not being developed because current achievable rents do not support new construction, even before affordability requirements.
- Affordability requirements and other land use and development policies further impede development feasibility.

CURES

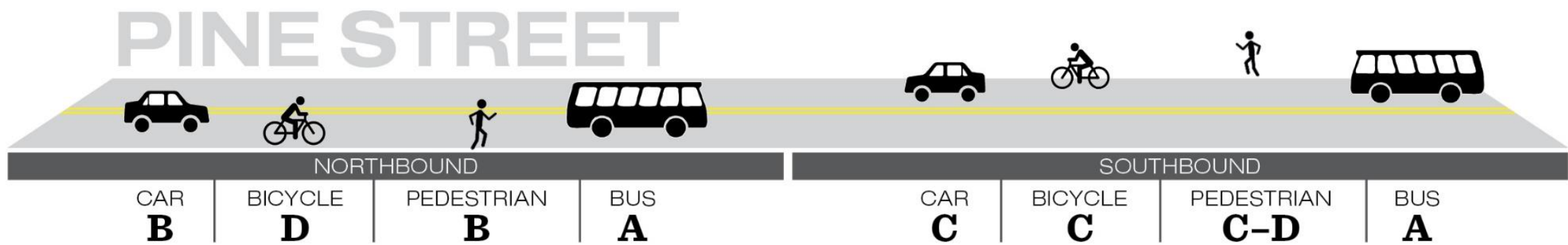
- Aligning market opportunities with specific neighborhoods and development sites.
- Addressing regulatory constraints and improving the use of existing tools to incentivize private investment.
- Linking the creation of new housing to broader economic development goals of job creation and innovation.

Less than 5% of housing units in the South End were vacant in 2014

Source for all data: Burlington South End Market Study, by HR&A

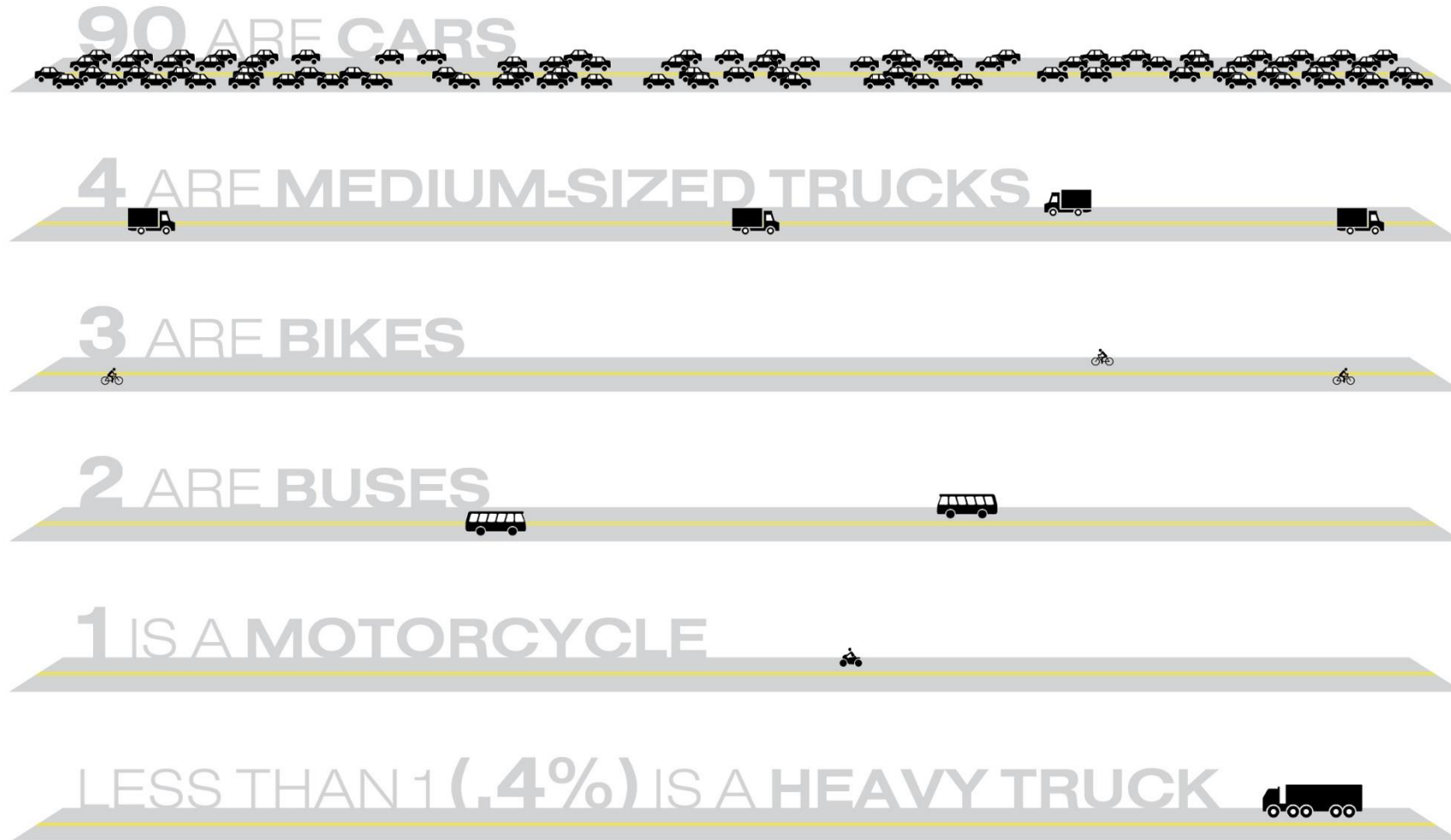
For an urban arterial, Pine Street performs relatively well in moving traffic across modes.

The planBTV assessment graded travel along Pine Street during the morning and evening rush hours from level of service “A” (best conditions) to “F” (worst conditions).



Source: planBTV South End Phase 1 Existing Conditions Report, by VHB

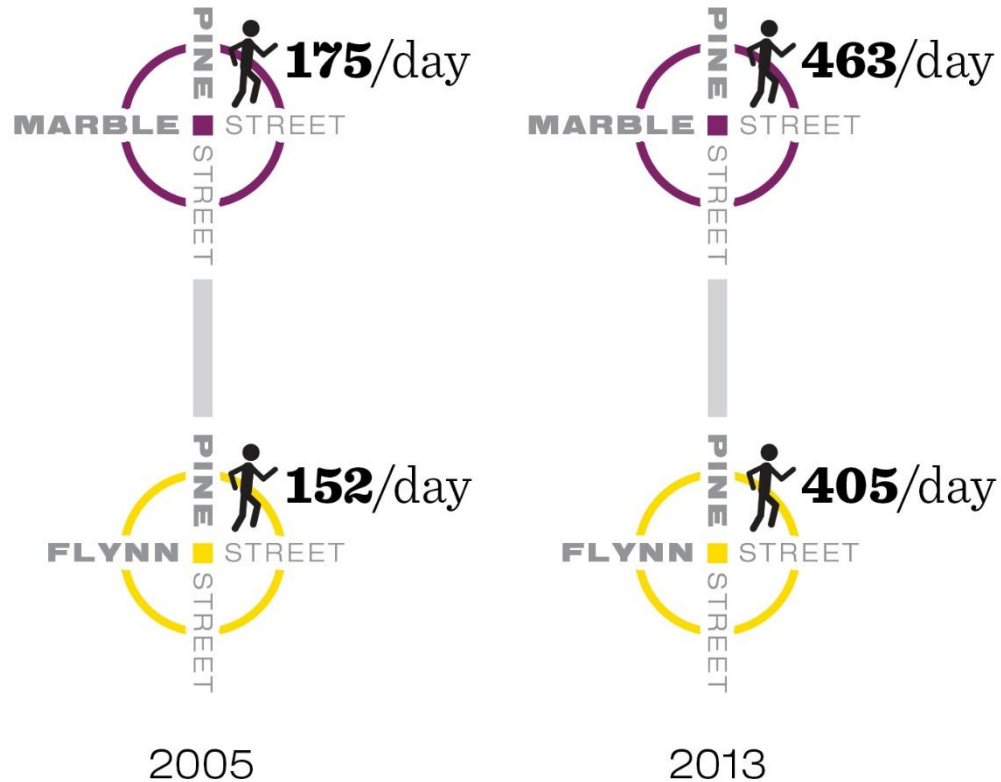
Out of 100 vehicles on Pine Street near Kilburn...



Source: CCRPC and DuBois & King (2014)

More people are walking on Pine Street: The number of pedestrians has more than doubled in the past 8 years.

(counts taken at intersections of Pine & Flynn and Pine & Marble)



Source: City of Burlington, DuBois & King

Number of crashes along Pine Street involving injuries to pedestrians or bicyclists has increased:



Source: City of Burlington, DuBois & King

The South End is served by...



The busiest bus route is **Route #6: Shelburne Road**, with
**982 riders/
average weekday**
in 2013 (across the whole route).

Source: planBTV South End Phase 1 Existing Conditions Report, by VHB

The planBTV Focus Area has:

296
ON-STREET PARKING SPACES



Source: planBTV South End Phase 1 Existing Conditions Report, by VHB

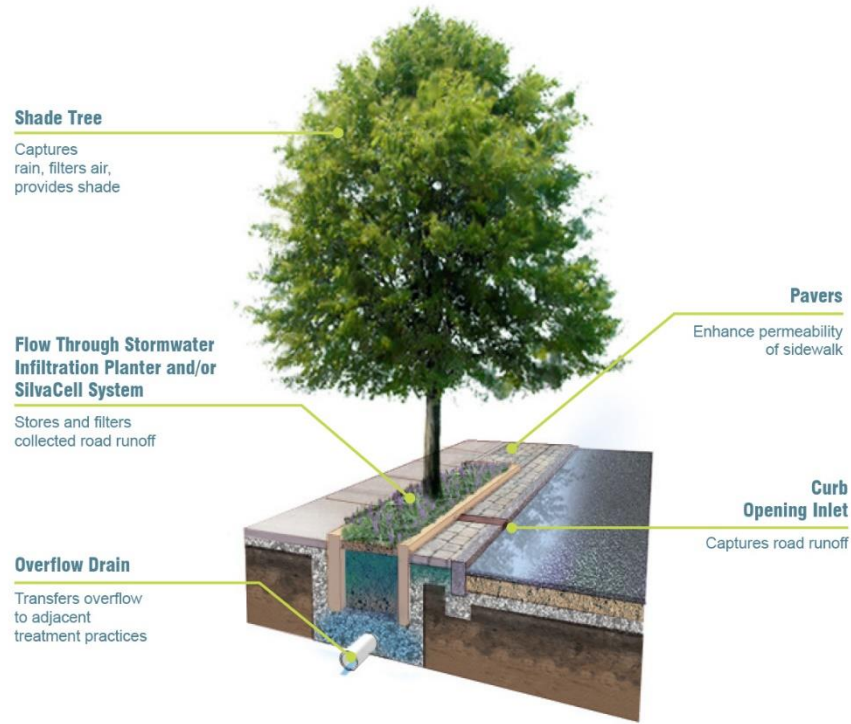
5,108
OFF-STREET PARKING SPACES

Stormwater issues affecting the Focus Area are related to runoff quantity, runoff quality, or both.

PRIMARY STORMWATER ISSUE	TYPICAL STORMWATER MANAGEMENT MEASURES TO ADDRESS GOAL
Water Quality Treatment	Flow through practices like sand filters; bioretention or tree system filters with unrestricted underdrain; permeable pavements with unrestricted underdrain; downspout disconnection to vegetated area
Runoff Reduction	Infiltration type practices including subsurface infiltration, bioretention, tree system filters or permeable pavements without underdrain, increasing urban tree canopy coverage over impervious surface, residential downspout disconnection, removal of impervious surface, stormwater capture for reuse; green roofs
Peak Rate Control	Any of the runoff reduction methods, as well as, subsurface storage in tanks or pipes with slow release; bioretention or permeable pavement systems with restricted underdrain; green roofs or blue roofs.

Source: planBTV South End Phase 1 Existing Conditions Report, by VHB

“Green Streets” manage runoff at its source by incorporating a series of vegetated infiltration techniques to capture, temporarily store, and treat road runoff. This is one tool that could help with stormwater management in the South End.



Source: planBTV: Downtown & Waterfront, 2013

PlanBTV South End

Brownfields Overview Map

Burlington, VT

December 31, 2014

Parcel data provided by the City of Burlington (2014).

Study Area, Focus Area and AWP Project Area from CCRFC (2014).

High Risk and Medium Risk Sites by VHB (2014).

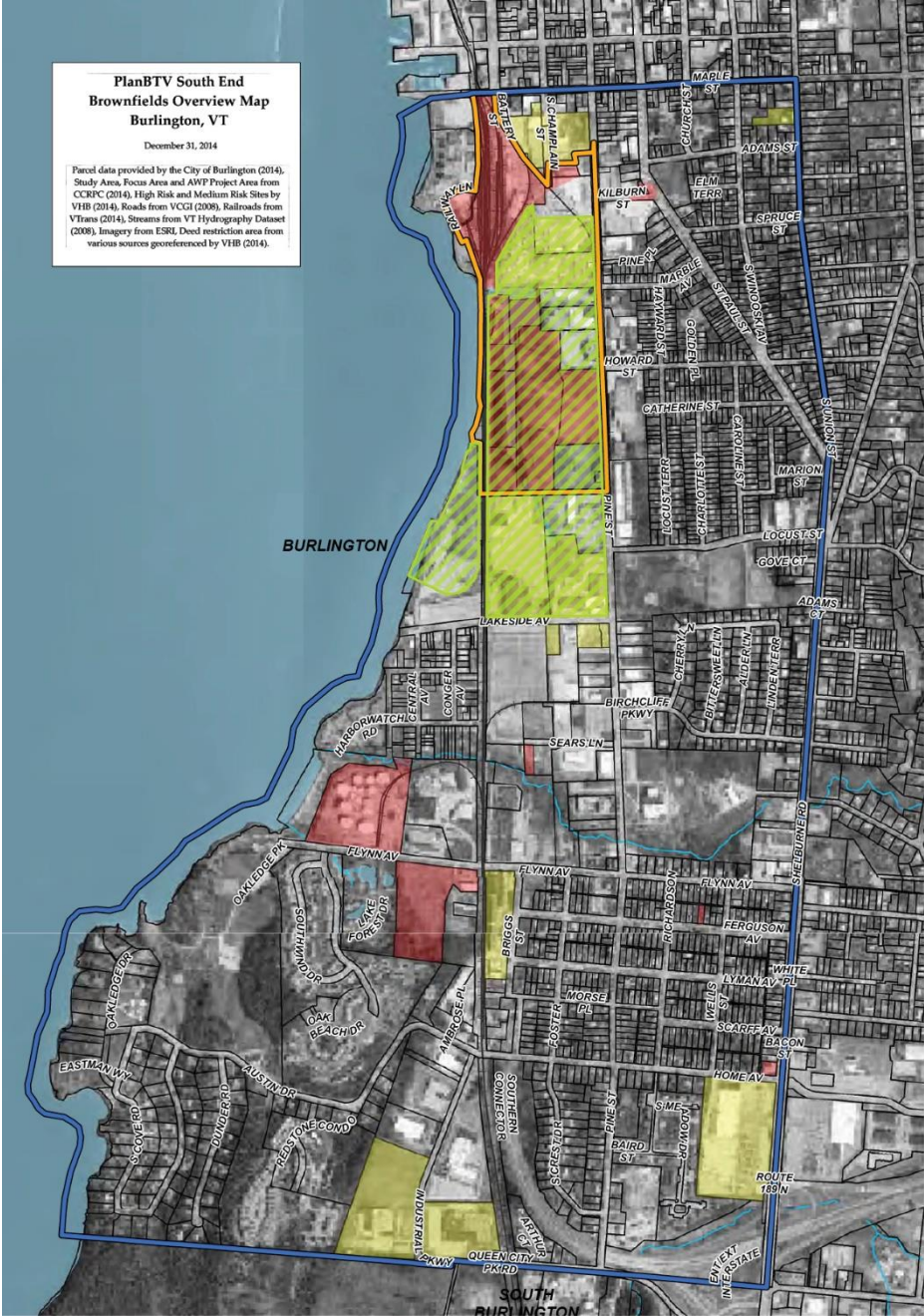
Roads from VCCG (2008).

Railroads from VTrans (2014).

Streams from VT Hydrography Dataset (2008).

Imagery from ESRI.

Deed restriction area from various sources georeferenced by VHB (2014).



As a neighborhood that has seen many decades of industrial activity, the South End has a number of brownfields sites.

Brownfields are properties where future use may be impacted by real or perceived environmental contamination.

LEGEND

- planBTV South End Study Area
- AWP (Area-Wide Planning) Project Area*
- Barge Canal Deed Restriction Area
- High Risk Sites**
Those sites where there is a documented presence or likely presence of any hazardous substance or petroleum product which poses a threat of a future release to the environment. This risk category includes sites with on-going investigations, sites with data gaps identified by VHB, and sites with regulatory restrictions on land use or on-site activities.
- Medium Risk Sites**
Those sites where a past release of hazardous substances or petroleum products has occurred, but the release and resulting contamination has been addressed to the satisfaction of the applicable regulatory authority. This risk category includes sites where hazardous substances have been allowed to remain in-place and may be subject to the implementation of required controls, such as deed restrictions, land use restrictions, activity use restrictions, or engineering controls.
- Parcel Boundary
- River/Stream
- Railroad Tracks
- Waterbody (VHD)

*Brownfields Area-Wide Planning is an EPA grant program which provides funding to conduct research, technical assistance and/or training that will result in an area-wide plan and implementation strategy for key brownfield sites, which will help inform the assessment, cleanup and reuse of brownfields properties and promote area-wide revitalization. Burlington's AWP funds are supporting the PlanBTV South efforts overall, and work in the area's brownfield specifically.

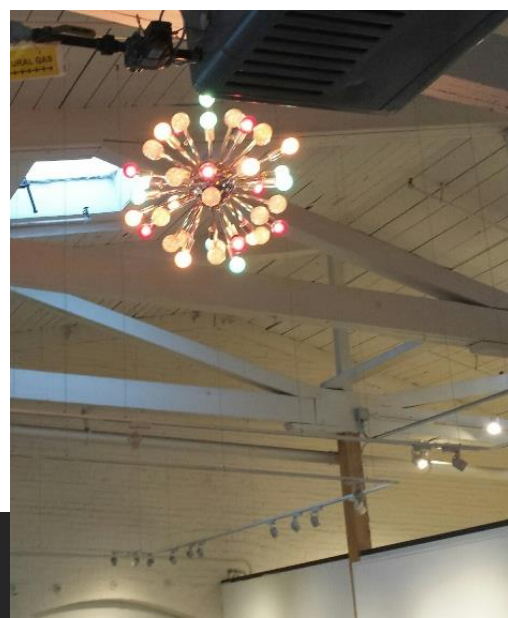
Source: planBTV South End Phase 1 Existing Conditions Report, by VHB





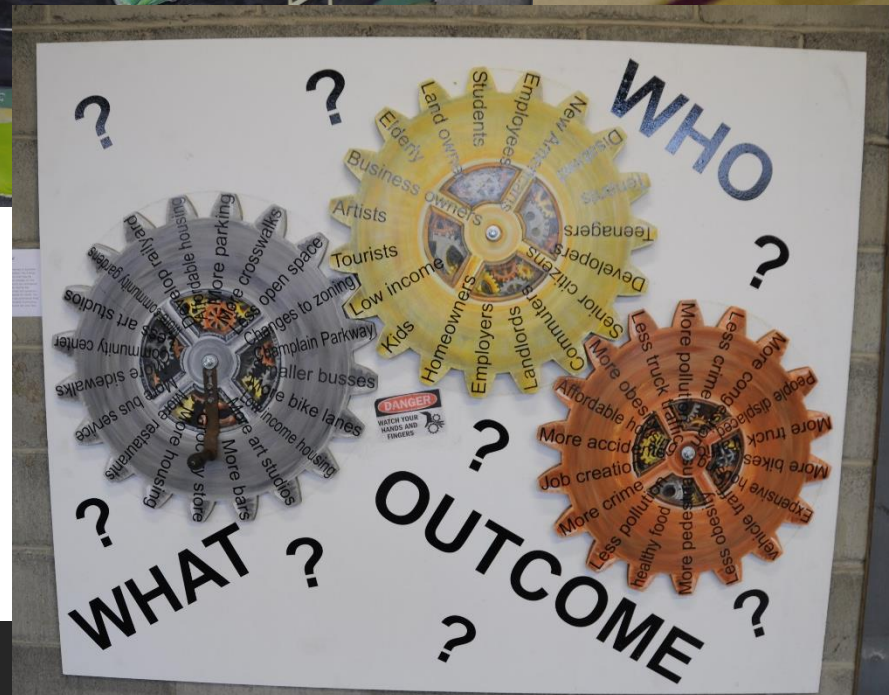
A community conversation...

- ArtHop presence
- Active Living Workshop
- South End Crawl
- Meetings with artists groups
- NPA and other community meetings
- Online webtool
- #OurSouthEnd Tagboard
- Artist-led outreach projects





Industrial Heritage Photo Tour

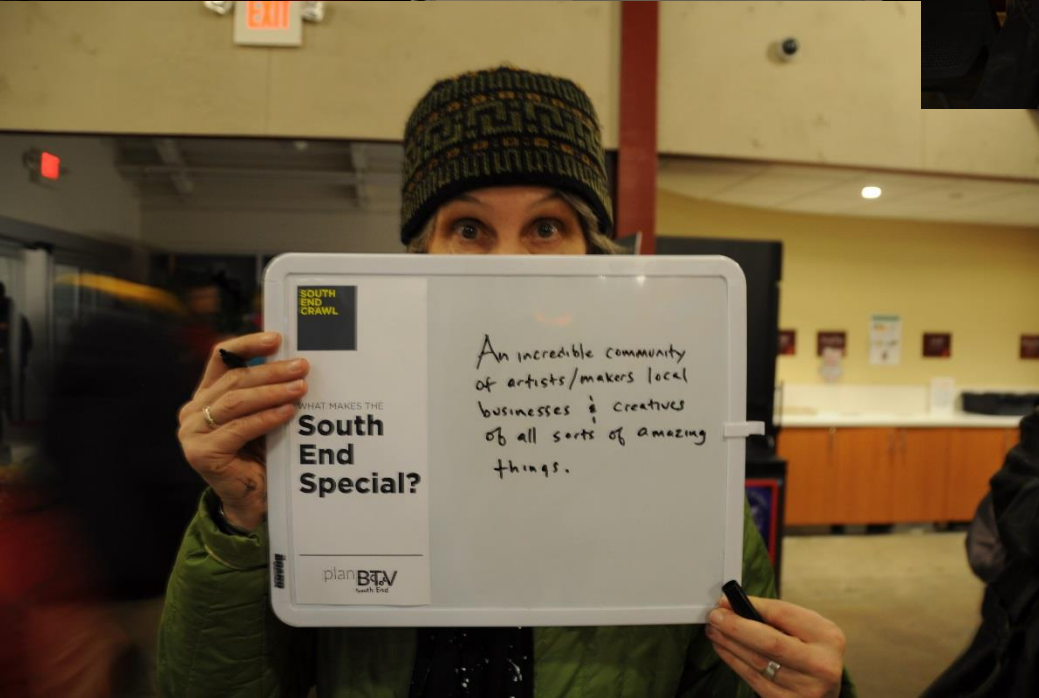
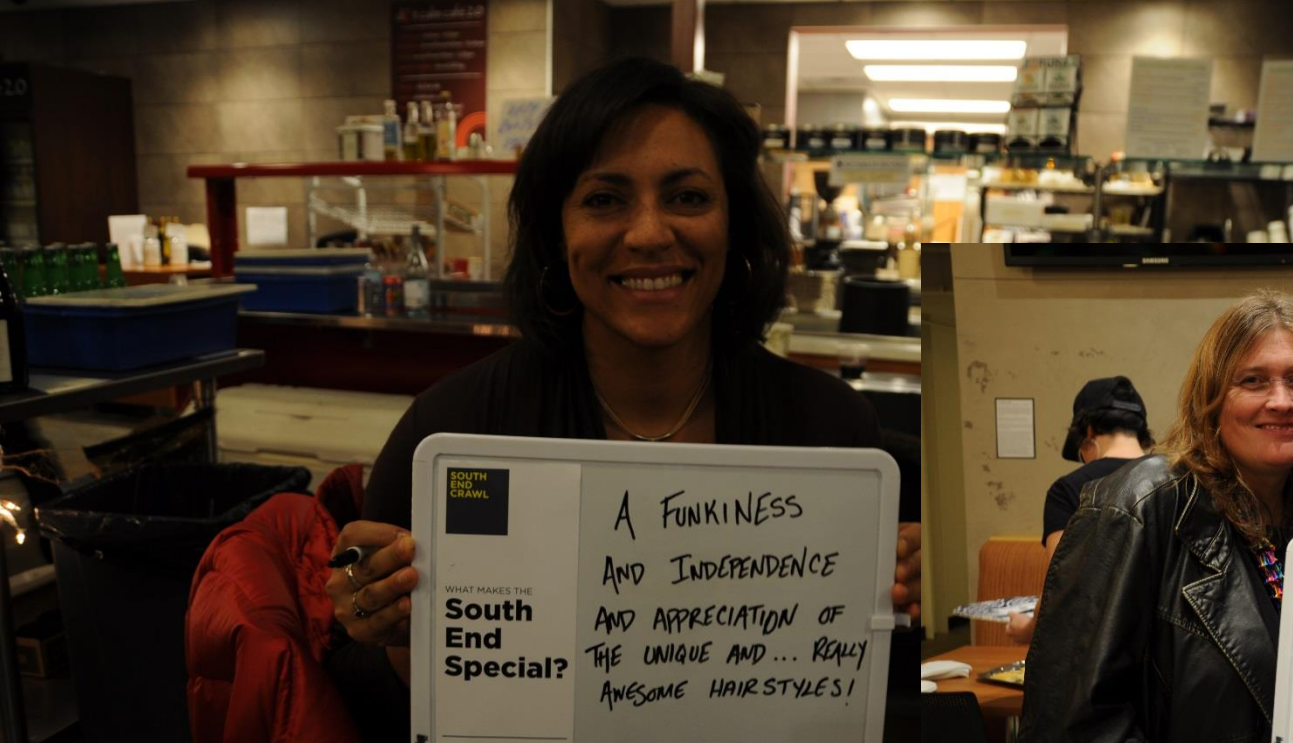


Artist Outreach Projects



Artist Outreach Projects

What makes the South End special?



possibilities school Kitchen together
Champlain community open
friendly creative good company factory mountains
industrial chocolates new food end
opportunities love lake people space
shops spirit Oakledge makers places St
st things champlain studio summer
chocolate beer active End
crosswalks amazing Park
get path energy bike artist stay Art
well energy studios street
living downtown working like local work
walk
hipper interesting Lake building bread faces variety corners kids
Burlington Hop small brewery able close
funky park beach Burton Arts lunch walkable vintage
mix neighborhoods area hop neighbors Riot go
affordable old parks south vibrant stores
makes store business spaces gritty
bikes foods buildings products place artistic
Pine eateries diversity
views welcoming coffee unique lots
beautiful restaurants stop vibe
folks many South accessible events access
around truck mostly inspired fun easy oakledge culture
jobs feel nature smile



What this community cares about...

- Strong desire to **preserve what's unique and authentic** about the South End
- Desire to see **more funky, fun, and creative places** in the South End, including studios, galleries, and unique shops and food venues
- Recognition of the South End's **innovative businesses and institutions** as an important part of the Burlington economy
- Love for the **Lake, Oakledge Park, and the bike path**
- Concerns about **traffic, bike safety, and the walking environment** – especially along Pine Street
- Concerns that forces shaping the area could negatively impact those artists who depend on the South End's **affordable studio space**
- **Differing opinions about the future role of housing in the core of the South End:** some see housing as an important ingredient for the neighborhood moving forward, while others feel it's important that housing not be allowed
- Desire to see **underutilized places (e.g., the Barge Canal Site) repurposed** in ways that add to the uniqueness and vitality of the South End

Planning for the future of the South End

Exploring possibilities: “Vision Plans”

- Tools for sparking community conversation
- A starting-point for creating a South End plan
- As you look at each Vision Plan, think about...
 - **What do you like?**
 - **What’s missing? How could it be improved?**

South End Today



Vision Plan 1: Current Trends Extended

Let the South End continue to evolve along its current trajectory

MAPLE TO LOCUST

Arts hub reinforced through infill development with arts component and bike/ped improvements.

New studio and gallery space; work-live artist housing; commercial development on Barge Canal site; bike, pedestrian and road improvements on Pine Street; new bike/pedestrian connection to the Lake

LOCUST TO FLYNN

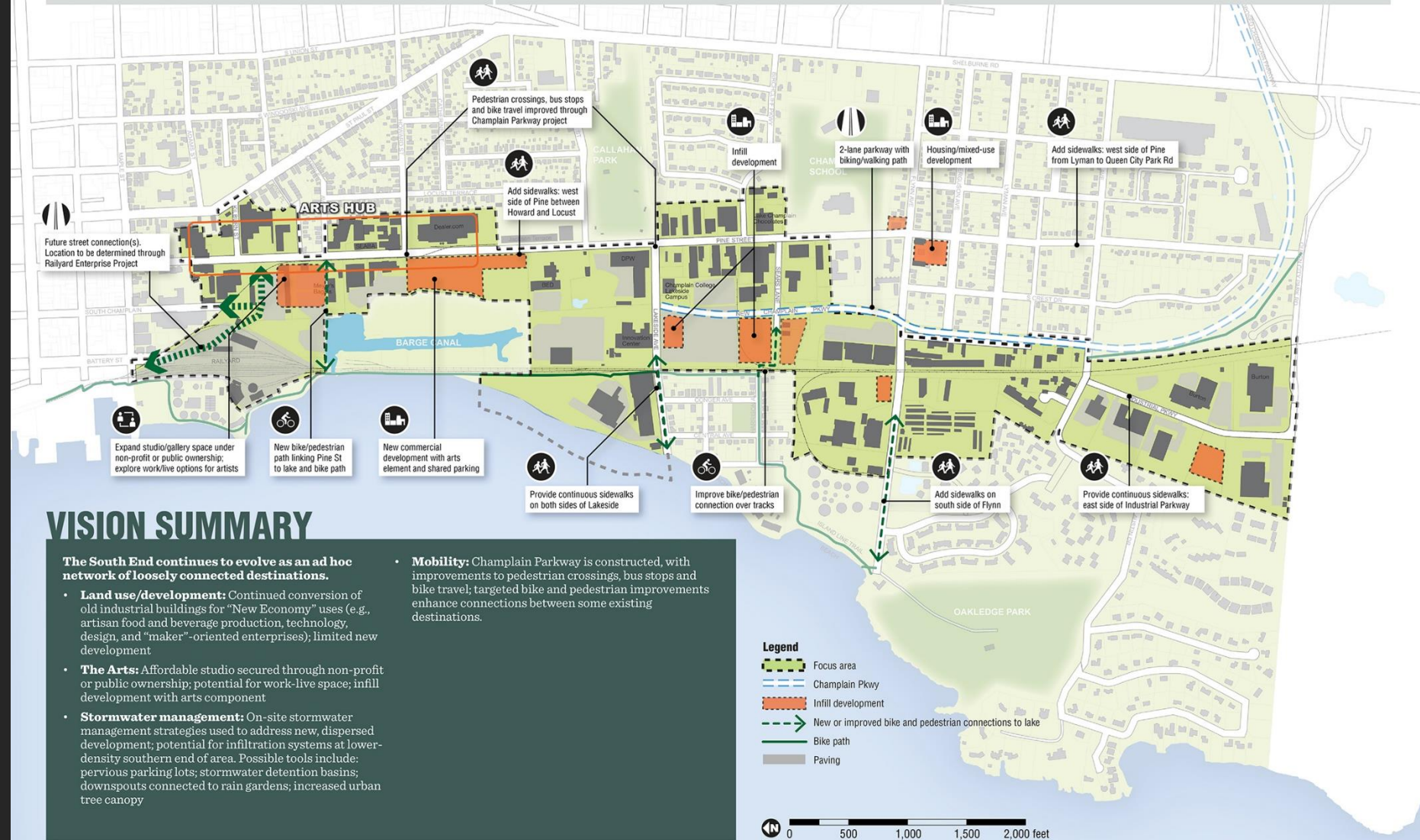
Redevelopment of some vacant/underutilized sites expands space available for businesses seeking South End location.

Infill development along the new Champlain Parkway; bike/pedestrian improvements along Champlain Parkway; improved connections to the Lakeside neighborhood

FLYNN TO QUEEN CITY PARK ROAD

Pedestrian improvements and infill development.

Sidewalks added on Flynn and Industrial Parkway; infill development along both streets



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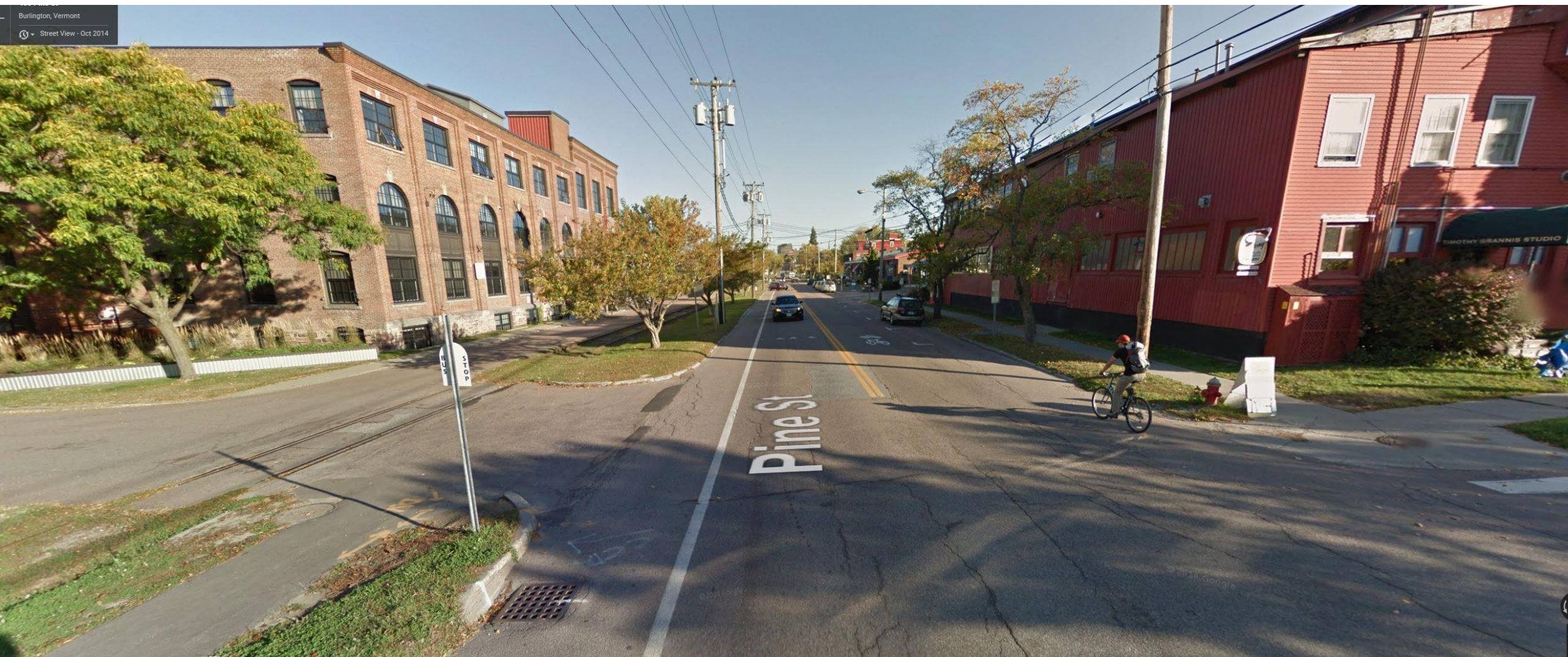
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Vision Plan 1: Current Trends Extended

Let the South End continue to evolve along its current trajectory



STREETSCAPE/PUBLIC ART INTERVENTIONS STRENGTHEN ARTS IDENTITY





ARTIST WORK/LIVE SPACE?





PEDESTRIAN/BIKE CONNECTION TO LAKE



309 Pine St
Burlington, Vermont
Street View - Oct 2014



INFILL DEVELOPMENT AT CORNER



76 Sears Ln
Burlington, Vermont
Street View - Oct 2014



SEARS LANE INFILL DEVELOPMENT



76 Sears Ln
Burlington, Vermont
Street View - Oct 2014

Vision Plan 2: Creating an Enterprise Village & Destination Park

Strengthen the Lakeside area
as a walkable, mixed-use
South End innovation hub

MAPLE TO LOCUST

A destination park on the Barge Canal Site celebrates industry and arts, and anchors the South End's arts hub.

Commercial development at Barge Canal site; additional studio space; bike, pedestrian and road improvements on Pine Street; new street connections; new bike/pedestrian path links Pine to Lake and bike path

LOCUST TO FLYNN

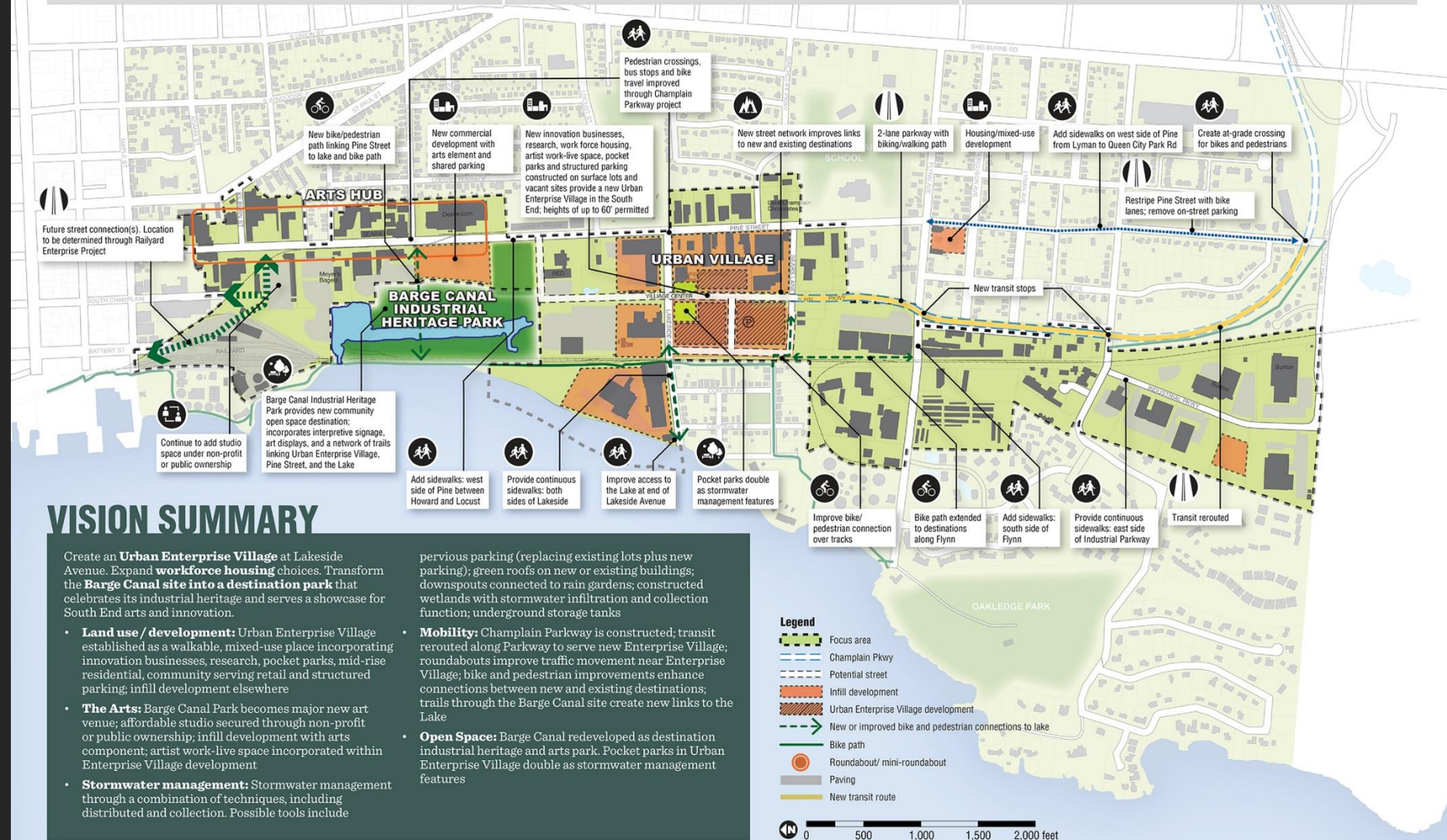
Urban Enterprise Village combines innovation business, research, residential and support services, pocket parks and structured parking in compact walkable center.

New streets at Urban Enterprise Village; development at Blodgett site; bike, pedestrian, and transit improvements with Champlain Parkway; improved bike/pedestrian connections to the Lake and the Lakeside neighborhood

FLYNN TO QUEEN CITY PARK ROAD

Pedestrian, bike and transit improvements; infill development.

Sidewalks added on Pine, Flynn, and Industrial Parkway; bike pedestrian, and transit improvements with Champlain Parkway; new bike/pedestrian connection at Champlain Parkway and Pine; bike lanes on Pine south of Flynn



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Vision Plan 2:
Creating an Enterprise Village & Destination Park
Strengthen the Lakeside area as a walkable, mixed-use South End innovation hub



ENTERPRISE VILLAGE....



ENTERPRISE VILLAGE....



85 Sidney St
Cambridge, Massachusetts
Street View - Sep 2014



ARTS AND INDUSTRIAL HERITAGE PARK





Vision Plan 3: Pine Street Corridor Re-Imagined

Transform Pine Street through new development, roundabouts, open space, and the arts

MAPLE TO LOCUST

Arts Hub becomes walkable, bikeable Arts Corridor that reflects the character and spirit of the South End.

Mini-roundabouts at Howard and Kilburn; mid-block crossings; greening of Pine Street; new street connections; infill development; new public waterfront park

LOCUST TO FLYNN

Infill development, open space improvements and transportation enhancements.

Roundabouts at Lakeside and Flynn; greening of Pine Street and Champlain Parkway; new street connections; infill development along Pine Street, Lakeside, Flynn, and Champlain Parkway; new entry and Arts Park at Callahan Park; waterfront bike path extension

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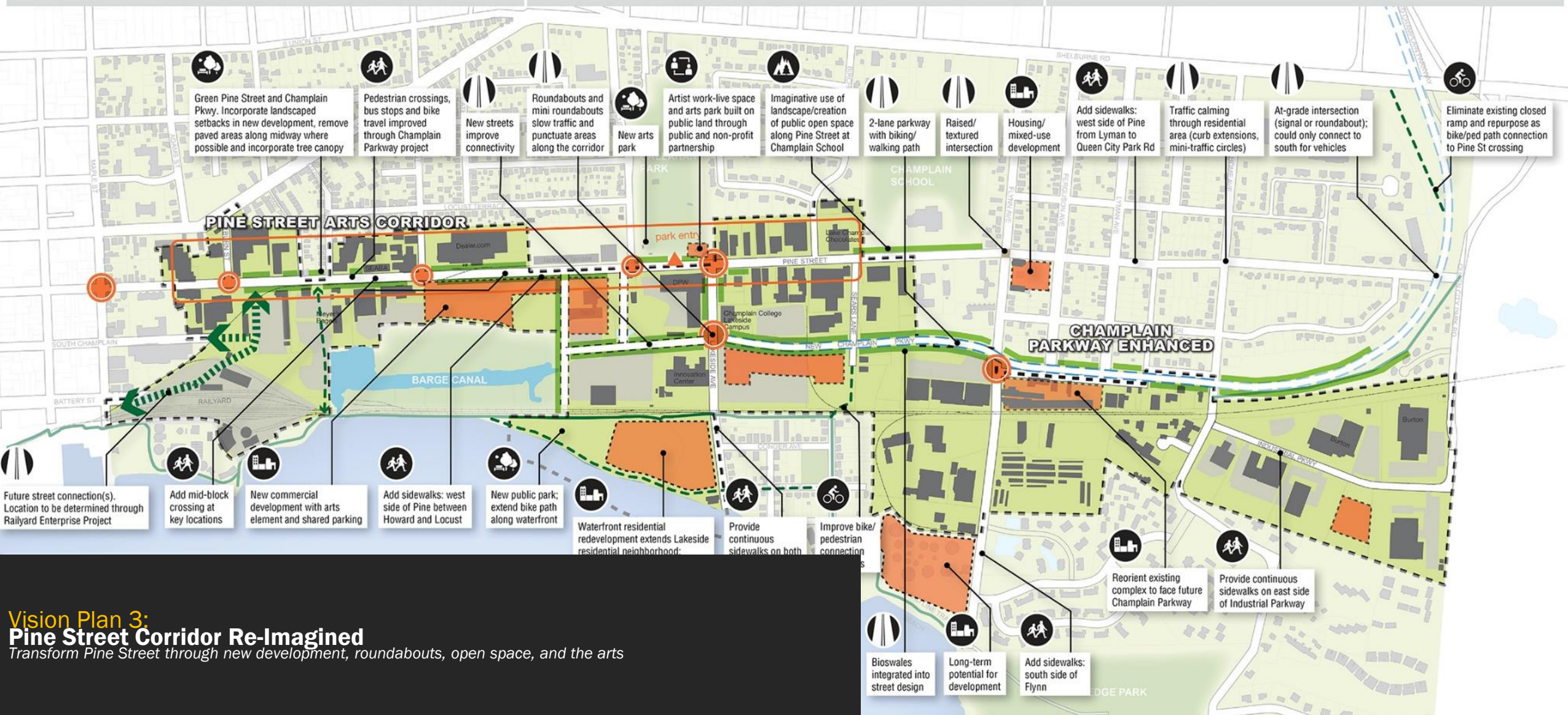
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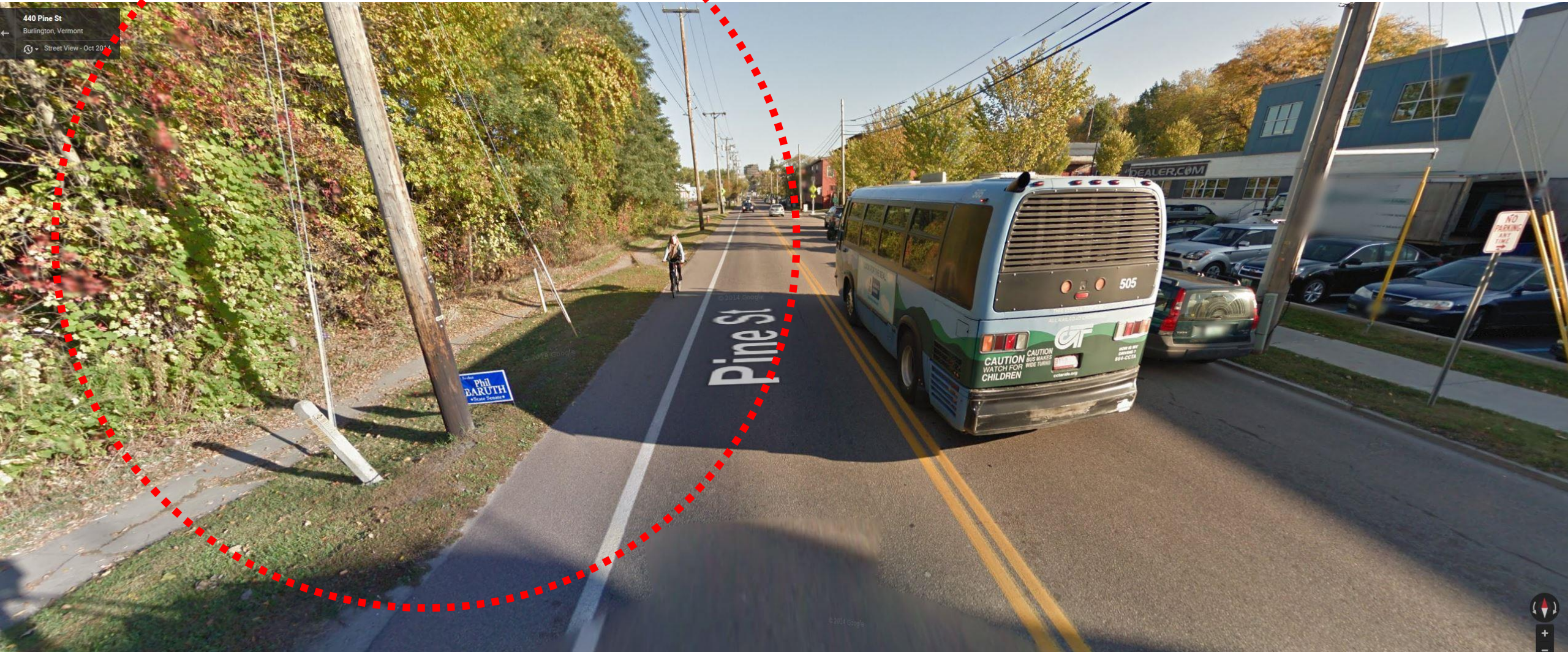


Vision Plan 3: Pine Street Corridor Re-Imagined

Transform Pine Street through new development, roundabouts, open space, and the arts



ACCESS TO BARGE CANAL





REDEVELOPMENT REORIENTED TO FACE PINE STREET....SINGLE STORY OR MULTI STORY?





ARTS PARK/WORK LIVE ARTIST SPACE AT EDGE OF PARK



589 Pine St
Burlington, Vermont
Street View - Oct 2014



REDEVELOPMENT REORIENTED TO FACE NEW CHAMPLAIN PARKWAY



870 Pine St

Burlington, Vermont

Street View - Oct 2014



POSSIBLE HOUSING/MIXED USE?....



Let's Talk!

In 2 mins, we'll move into breakout groups.

As you look at each Vision Plan, think about...

- **What do you like?**
- **What's missing? How could it be improved?**

Different people will have different perspectives. There will be agreement on some topics, disagreement on others. It's important that all of us listen RESPECTFULLY to each other's perspectives. Please:

- Be nice!
- Be honest
- Be concise, so everyone has a chance to speak
- Be bold and aspirational, but also mindful of constraints
- Keep comments on the topic at hand

Other comments or ideas you'd like to share?

- Write them on a sticky note and post it on a wall
- Grab a member of the planBTV: South End team
- Visit our webtool to leave your comment online:
www.planbtvsouthend.com



COMMUNITY WORKSHOP

February 11–14, 2015